Times-Virginian Church News

Bible & Daily Living

An eye for the future

By William L. Trimyer
An Eye For The Future
Lesson for February 28, 1982
Bible Study Passage: Mark 13:24-37
Introduction

The past, present and future are three aspects of life. They correspond closely with the human capacity for memory, experience and anticipation.

Some people, however, spend a great deal of time wallowing in the past, unable to enjoy the present or anticipate the future. Others may care only for the moment and have no regard for the past or the future. Still more are preoccupied with worry over the future and have little or no capacity to appreciate the past or capture the moment.

Jesus possessed the capacity to remember, experience and anticipate. He affirmed his roots, he lived in the present, and he had an eye for the future. Jesus did not spend enormous amounts of energy and time concerning the past or the future. He was as much concerned for the "dirty here and now" as he was for the hereafter.

Jesus was so in tune to the present that he could tell if someone even touched the hem of his garment. He was always alert for opportunities to render care and healing for the broken people he encountered. But he was also concerned for the future. Our lesson this week focuses upon the coming events in history and God's ultimate control.

The Return of the Savior [Mark 13:24-31]

The early church enjoyed a lively Messianic hope when the crucified and risen Christ would return in his splendor and glory. The capacity to anticipate is important for the church and individuals. To look forward is to draw strength to deal with the present. Without expectation and hope we may live miserable lives.

The New Testament resonates with the expectation of the return of Christ. Christians everywhere affirm that God is evident in our past, our present and our future. Christians believe and affirm that God will act decisively in human history, bringing about the redemption of the world.

Some are wanton to suggest that biblical prophecy is being fulfilled in the newspapers everyday. To place the Bible on the same level of the newspaper is absurd, however. Besides, I can't trust the news media quite that far! Jesus warns his followers about becoming too absorbed in "dizzy dispensationalism."

What Jesus does say to us is this: "Regardless of whatever happens, the word of God can be trusted." Our technological age may become a trash heap, but the words of our Lord will stand firm.

Watch, Therefore, Watch! [Mark 13:32-37]

Jesus appeals to our capacity for anticipation by urging us to be watchful. He discouraged any notion of trying to set the time for his return. Instead, he urged his followers to remain alert so that his return would not take them by surprise.

To make his point, Jesus told a parable of a man going on a long journey. Scheduling was not a concern in the days of Jesus, for people were not bound by clocks and calendars. When a person went on a journey there was no way to tell when they might return. Servants were to be on their guard lest the master find them sleeping.

Christ bids us to watch! What are we to watch for? We are to guard ourselves against sin, neglect of our faith, failure to serve God and our brothers and sisters.

We may become so absorbed in our own little world that we forget about the world that is coming. Sleepy eyes may miss some of the grand opportunities to serve and grow as a child of God.

Dr. Trimyer is Chaplain at Burnham Hospital in Champaign, Illinois (WL-YP).

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Presbyterians to begin fundraising campaign

The Presbytery of Blue Ridge, which represents 96 churches in 16 central Virginia counties, has formed a capital campaign committee to secure gifts and pledges totaling $600,000 for the construction of a year-around Retreat Center and has named George T. Stewart of Lynchburg as chairman of that committee.

The Retreat Center will be built at the Presbytery's Camp Hat Creek outdoor ministry center located near Brookneal, to provide Presbyterian churches in central Virginia with a year-around self-contained adult continuing education center for small groups to hold workshops, retreats and conferences. This project has been under study since 1966 when a master plan was begun for Camp Hat Creek Center which called for a "conference and retreat facility where groups of up to 40 persons may be accommodated." In 1980, the Presbytery completed a thorough assessment of data that had been collected and the plan was adopted. At its fall 1981 meeting, the Presbytery decided to make this campaign effort.

Mr. Stewart, chairman of the board and president of First Colony Life Insurance Company, is a well-known Virginia business leader who currently serves as a director and member of the executive committee of United Virginia Bankshares, Inc. and is a director of Media General, Inc. of Richmond. He also serves as chairman of the board of trustees of Lynchburg College. An ordained elder and a member of First Presbyterian Church of Lynchburg, he has long been active in church affairs.

Commenting on the need for the Center, Mr. Stewart said: "Business corporations have long realized the value of bringing together their executive, management and sales people for inspirational and motivational workshops. However, the church has been slower to grasp the value of small group experiences for its pastors and lay people. This new Presbyterian Retreat Center will provide a Christ-centered emphasis enabling participants to change direction, deepend relationships and to open additional spiritual dimensions in their lives."

According to Mr. Stewart, the campaign will begin during the first quarter of 1982 with the concentration on securing leadership gifts and pledges from individual major donors within the Presbytery and from selected corporations and foundations. At least half of the goal, $300,000, is needed from these sources to secure the project's success. Gift opportunities are available for a commemorative naming of the Retreat or memorials within the Center.

The congregational phase of the campaign, which will begin in early spring, will concentrate on commitments from Presbyterian congregations. Each church will be encouraged to participate actively in the campaign organization as well as in assisting in meeting the overall goal.

George T. Stewart

The Pastor Speaks

By PETER R. HALE

I believe I read in the newspaper the other day that there is now medical evidence for the fact that February is a rough month. The wise have know that for some time.

It has been said that the only thing good about February is that it is a short month, yet it is not short enough!

There are people who live in February perpetually. It doesn't matter what time of the year it is, the gloom and ice are there. For most of us it is more a matter of surviving the winter low points.

Life is not all winter, nor is it all spring or summers or fall. And gloom and complaint are rather poor ways of dealing with the change in our "Seasons."

Life is a gift, to be used and enjoyed in line with the will of the Giver of life. He ordained the changes.

It may be hard, but even February is to be enjoyed.

Peter Hale is pastor of Appomatox Court House and Walker's Presbyterian Churches.

THE TIMES-VIRGINIAN
(USPS 630-800)
PUBLISHED EVERY THURSDAY BY
ATLANTIC PUBLICATIONS, INC.
IN HISTORIC APPOMATTOX COUNTY
APPOMATTOX, VIRGINIA 24522
ESTABLISHED IN 1892

Bill Sherrod.....Editor and General Manager
Frances Paulette.....Assistant Editor
Allen Austin.....Advertising Manager
Melanie Fraley.....Classified
Entered as second-class matter at the Post Office at Appomattox, Virginia, under the Act of Congress of March 3, 1879.

Address all correspondence to THE TIMES-VIRGINIAN, P.O. Box 2097, Appomattox, Virginia 24522

Subscription rates: $9.00 a year in Appomattox,and all adjoining counties. All others $12.00, payable in advance.
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Single Copy: 25 cents

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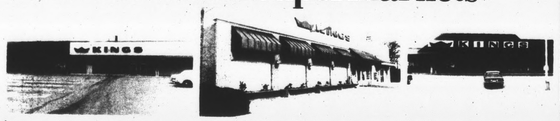
All Former King's Stores in the Lynchburg area to become Food World Supermarkets



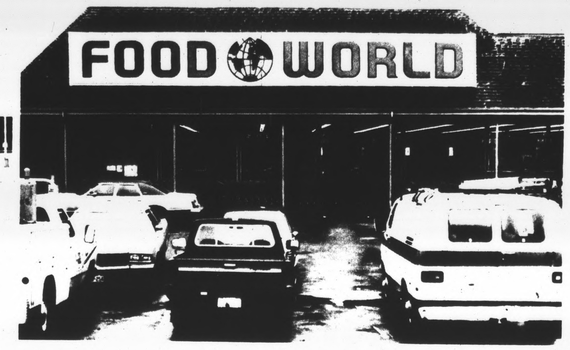
Grand Openings Set for 10 A.M. Monday, March 1.

LYNCHBURG, VA. — The 12 King's Stores acquired by Food World Inc., a Greensboro, N.C. based grocery concern, will hold a formal "Grand Opening" at 10 A.M. Monday, March 1st as they re-open under the Food World name.

Having already shaken the established grocery chains with a half price grocery sale of existing King's inventory, Food World has dropped prices on over 8,000 products which observers say will meet with unprecedented consumer approval.

At 10 A.M. Monday, each store will have a ribbon cutting ceremony presided over by local representatives of both King's and Food World. "I would like to extend a personal invitation to the people of the Lynchburg area to shop our new stores", said John G. Hutchens President of Food World, "our grocery prices are going to bring welcome relief to food budgets in this market". He continued, "We've noticed many local chains re-adjusting their prices because of our coming to Lynchburg . . . we're sure consumers have noticed it too." "This is what usually happens when we become established in new areas, and many shoppers are outwardly upset because our competitors dropped prices only when faced with Food World's discount prices . . . obviously they question the credibility of prices they were paying before we came on the scene."

Food World stores are now located in Lynchburg, Appamattox, Bedford, Amherst and Altavista (all former King's locations). This brings to 48 the total number of stores serving North Carolina and Southern Virginia.



Food World

This is an example of how the new Food World signs will be displayed at all former King's locations. This store is located in Waterlick Plaza, Lynchburg. The public is invited to participate in the "Grand Opening" ribbon cutting ceremonies which will be held at all locations.

Comparisons Prove that Food World is the UNDERPRICER!

LYNCHBURG, VA. — Food World's statement of being the "UNDERPRICER" is constantly under attack by competitors, and there is understandably some doubt in the minds of consumers who have not made a true comparison of their own.

"Our motto...'THE UNDERPRICER', has been checked and rechecked. The findings have always been made public," quotes the management of the Food World Supermarket chain. "There are people, who for one reason or another, do prefer NOT to be made aware of the truth...perhaps because the truth shows that shopping Food World is less expensive than shopping at some previously favored store."

A spokesman continued, "All we ask is comparison. Drop by a Food World Supermarket. Compare the service! Compare the brands! Compare the quality! Compare the price! We're sure that you will be convinced! Food World's service is second to none. The quality of our merchandise is the best! And Food World's everyday price is the lowest. We're sure."

"A good, true comparison keeps competition keen, and this is good for the consumer.

Food World was one of the first chains in North Carolina to periodically publish a price comparison using products that were "fast movers". The products used in the comparison were usually selected from a grocery trade paper: Time and time again these lists were revised and each time a price survey was conducted the results were the same! Food World again proved the Underpricer. Most of Food World's surveys contained a list of about 200 items. Management contends that since the average supermarket stocks over 10,000 items, the savings for the consumer in the Lynchburg area should be from 10% to 20% across the board. The spokesman continued. "Food World constantly encourages shoppers to compare our prices with others and let them make their own judgement...it's the best test we know of."

Budget Buys Offer Savings

GREENSBORO, N.C. — Many local supermarket chains do not have their own warehouse facilities and must purchase their merchandise through middlemen. Food World buys direct and is fortunate enough to have 2 large warehouses, railside receiving docks for freight car volume, and a large fleet of tractor trailer trucks. The massive 299,000 sq. ft. Grocery complex is centrally located in North Carolina and enables them to buy in quantity and earn allowances which mean big savings for the consumer!

When the Food World buyers are informed about forthcoming manufacturers' price allowances, they buy in large quantities to take advantage of the savings. The price analyst reduces the already low price on the products involved and passes the savings on to the consumer for a limited period of time. Those products involved are the Food World "WAREHOUSE BUDGET BUYS".

These items are identified by the bright green arrows in the store, pointing to huge displays of money saving items.

This successful pricing campaign is a plus, saving the grocery shopper more and more on her grocery bill week after week.

While other food stores give a "lot of talk" about low grocery prices, Food World gives "Low Discount Prices" to "talk about".

Greater Choice for Consumer

LYNCHBURG, VA. — The Food World chain of Supermarkets has been built on the basis of always trying to give consumers a greater choice of goods in every department. "Today we are proud of the better than 10,000 different items that our supermarkets carry," says Jerry Jones, district supervisor. "These items include everything that an up-to-date, modern supermarket should handle, with no effort to 'move-in' on department store business. For instance, we DO NOT carry belts, ties, garbage cans, lawn furniture, etc., because that is, and should be, foreign to the food business.

"We are FOOD SPECIALISTS," states Jones. "Our employees are expert in their own FOOD Department (such as Meat, Produce, Bakery, Grocery, Health & Beauty Aids). Having experts in each department makes things really happen at Food World...get us all together, and our combination is greater than the total of our parts.

Jerry Jones says, "Come compare!! We DO have the whole world waiting for YOU!"

Farm Fresh Produce

GREENSBORO, N.C. — Food World buys directly from the fields. When produce crops are harvested they are quickly shipped to Food World's refrigerated warehouse and delivered fresh to their stores...sometimes within hours. Food World chooses only the best produce from local growers and other growers such as those in California, Texas, Washington, Oregon, Idaho, etc.

Any produce that requires refrigeration is delivered in specially designed coolers for fresh and fast delivery.

Food World is proud to have several "Banana Rooms", in which the bananas are kept in a special temperature-controlled environment to insure the desired freshness and ripeness of the bananas for the customers. These "banana rooms" are watched and controlled by highly trained personnel. This is just another advantage to the grocery shopper at Food World...another mark of freshness and quality!

All Produce in the Lynchburg area Food World's is loose which means customers can pick and choose just what they wish.

Another service from the produce department is the specially made fruit baskets and bowls. This "natural gift" is a great idea for special occasions and is very popular. These fruit baskets and bowls include such items as juicy tangerines, golden ripe bananas, delicious pears, apples, oranges, grapes and an assortment of nuts. They are available in many sizes.

Excellent produce...just another reason to shop Food World...Food World — more than just a supermarket.

Food World Is 100% American Owned

GREENSBORO, N.C. — Many consumers automatically assume the supermarket that they are shopping in is "American Owned...not so", says the management of Food World. While many supermarkets are American owned, many are not. For example:

Over 40% of A & P's stock is owned by a WEST GERMAN food company.*

Over 53% of FOOD TOWN is owned by a BELGIAN food company.*

Over 90% of BIG STAR is owned by an ENGLISH food company.*

FOOD WORLD company officials proudly push the fact that they are 100% AMERICAN OWNED and claim that money spent at FOOD WORLD remains in the community and not in some overseas bank.

*Reference - Standard & Poors Corp., N.Y., N.Y.

Some Plain Talk About Discount Prices Versus Games, Stamps, and Gimmicks

LYNCHBURG, VA. — Mr. John G. Hutchens, President of Food World says: "We won't try to persuade you to shop in our stores through the use of 'tricky slogans' and 'claims' that we can't stand behind.

"We offer no stamps or games. These promotions are costly and in order to pay for them we would have to raise prices above necessary levels. Food World won't play games with your food dollar.

"We don't offer products, packaged for us, bearing our label and expect you to pay the same for them as you would for a comparable item carrying a Del Monte label. At Food World, get name brands, in most cases, pay less for them than other stores charge for their private label merchandise. Our buyers are constantly reviewing special quantity buying discounts offered by food manufacturers in order that costs can remain at a minimum and thereby pass the savings on to you in the form of lower prices.

"We strive to maintain low prices everyday of the week and are pioneers in this area of single unit pricing. This means if you want one particular item, you won't have to buy five of them in order to realize a savings on your total food bill. At Food World, you'll save any day of the week on any single item of your choice. Last, but not least, is the fact we're 'local folks' with a main office and warehouses in Greensboro and High Point, N.C. In fact, we've been here since 1917. This means we are a part of the community and know what our customers want and the type of stores they want to shop in. WHY PAY MORE, WHEN YOU CAN GET THE BEST FOR LESS."

Meat Market Service Policy

LYNCHBURG, VA. — Food World's Meat Department personnel are proud to offer you only U.S.D.A. Choice beef and other fine meats.

To help you enjoy your purchase even more, they offer their expert service in cutting meat to your specification when you cannot find a specific cut in the display case to meet you needs. There is no "extra charge" for this service. In fact, this is the very reason we maintain an "open meat department" where you can:

(1) see your meat being processed.
(2) see the general market appearance, and most important of all,
(3) ask for and receive assistance from our market personnel.

While other chain stores have hidden their meat department operations behind one-way mirrors, Food World has expanded this "open to the public" atmosphere in their bakery and delicatessen departments, as well as continuing it in their meat department.

Food World's Single Unit Pricing

GREENSBORO, N.C. — With single unit grocery pricing you buy only what you need. All of our grocery merchandise is priced singularly...not "two for this" and "three for that". In many cases you save more on our "single unit price" than with other chain stores' multiple prices.

At Food World you don't have to buy more than you need in order to save. Many supermarkets offer multiple pricing which often appears to be money saving values. A closer look shows that one must buy more than he may need in order to save. Food World offers single unit pricing plus lower prices just for you.

Consumers Give Warm Reception To Food World Brand Groceries

GREENSBORO, N.C. — John G. Hutchens, President of Food World, proudly talks about the introduction of "Food World Brand" products in 1979, and how receptive consumers were to them. Hutchens explained, "Food World's exceptional growth has been due to an 'Overwhelming Acceptance' of our Single Unit Discount Pricing on National Brand Products...brands everyone knows and trusts.

"In the last few years, inflation has affected all of us. Your living costs are higher, and your money doesn't go as far is it used to. Our operating costs are up, and the money in our cash register doesn't buy as much when we replace the stock on the shelf. We're doing everything in our power to combat inflation by constantly looking for good buys that we can pass along to our customers in the form of reduced prices and also by exploring every opportunity to reduce expenses without cutting customer service.

"In addition to all of these efforts, we were proud to introduce a 'Sensible Alternative in Grocery Shopping...Food World's Own Brand.''

"The all new 'Food World Brand' of products," Hutchens continues, "offer savings up to 25% and more over comparable national brand products. In all, over 200 items will carry the Food World name and will represent nearly every grocery category.

We have spent many months of research on quality control specifications before we selected the products which would carry the Food World name. We didn't want the consumer to sacrifice quality in order to save...and we won't sacrifice the consumer's confidence in us by putting our name on products that do not measure up to the quality of food that we've built our reputation on. In fact, you will notice many chains often use brand names on their products other than their company name such as, 'Deep South', 'Thrifty Maid', 'Astor', 'Dixie Darling', and 'Avondale' products. Our products carry our name because we're confident of their quality and it's our guarantee to you that we'll stand behind them."

Hutchens continued by saying, "We will continue to offer our customers national brand products at discount prices...so that they now have a choice of quality products to fit their individual budget."

Food World Guarantees Satisfaction on All Beef

In Food World's never ending effort to save you money, they're proud to offer you an "iron clad" guarantee on their beef. All of their U.S.D.A. Choice Beef carries a "GUARANTEE" that you will find it "TENDER". If your purchase of U.S.D.A. Choice Beef is not tender, Food World will gladly replace your purchase at no additional cost to you. You've got to have tender beef to make a claim like this...and Food World's got it. Join the thousands of other shoppers who are switching to Food World's U.S.D.A. Choice Beef and finding tenderness they didn't think existed. Food World sells only "Heavy Grain Fed, Naturally Aged, U.S.D.A. Choice Western Beef". Food World buyers use the highest standards in purchasing beef so that consumers get the most for their money.

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